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3rd International Conference on

Software Engineering Approaches For Offshore and Outsourced Development

ETH Zurich, Switzerland – July 2-3, 2009 – seafood.ethz.ch

SEAFOOD 2009

Enabling Global Partnerships to Deliver on Business Needs

Companies have been outsourcing areas of software development work for many years, either because of the engineering challenges or because the outsourced aspect is not central to their core business. A profound transformation has been affecting this model over recent years: a massive transfer of development activities from the US and Europe to a skilled labour force in service-providing countries. This transformation has been driven by the demands of a global business climate seeking to increase the value delivery of IT investment. However, the ability to realise this value can prove problematic in practice. Of particular concern are the hidden costs of globally distributed models of working, such as understanding and communicating the true business needs across organisational and cultural boundaries.

To address such issues, offshore outsourcing needs quite different support from in-house development and this means adapting familiar techniques, processes and tools to this setting, as well as perhaps creating innovative new ones. Coupled with this industry transformation there is hence a pressing need to re-examine those software engineering approaches that either facilitate or impede this model of working. With an inevitable focus on the economy in 2009, business decisions regarding the sourcing of software development projects will come under close scrutiny. It will become increasingly critical to design global partnerships that both clarify cost/benefits and enable delivery on business needs.

KEYNOTES

Professor Carlo Ghezzi, Politecnico di Milano, Italy

"Decentralized Software Development: Pitfalls and Challenges"

Dr Narayan Ramasubbu, Singapore Management University

"An Empiricist View of Managing Globally Distributed Software Development"

PROGRAM

Session 1: Industry Challenges and Best Practices

- Ilario Musio – IBM Industry Practice: Challenges in Offshore Software Development from a Global Delivery Center (Industry Full Paper)
- Lei Zhang, Xuan Zhang, Meiping Chai, Yibing Tan, Shigeru Miyake, Yoji Taniguchi, Jun Hosoya and Ryota Mibe – Solution Proposals for Japan-oriented Offshore Software Development in China (Industry Full Paper)
- Arul Mozhi Ganesan, Kayal Vizhi Ganesan – Working in Distributed Teams: Challenges, Best Practices and Guidelines (Industry Short Paper)

Session 2: Measurement and Estimation

- Thanwadee Sunetnanta, Ni-On Nobprapai and Olly Gotel – Quantitative CMMI Assessment for Offshoring Using the Analysis of Project Management Repositories (Research Full Paper)
- Hao Jia, Fengdi Shu and Ye Yang – Predicting Fault-prone Modules: A Comparative Study (Research Full Paper)
- Ana Carina M. Almeida, Renata Souza, Gibeon Aquino and Silvio Meira – Effort Drivers Estimation for Brazilian Geographically Distributed Software Development (Research/Industry Short Paper)

Session 3: Industry Panel – Software Engineering Practices to Ensure Success in a Multi-country Environment
Moderator: David Michael, United Business Media

Session 4: Strategic Concerns and Technologies

- Tanja Suomalainen, Maarit Tihinen and Päivi Parviainen – Challenges for Product Roadmapping in Inter-Company Collaboration (Industry Full Paper)
- Pavan Yara, Ramaseshan Ramachandran, Gayathri Balasubramanian, Divya Chandrasekar and Karthik Muthuswamy – Global Software Development with Cloud Platforms (Industry Full Paper)
- Yegor Bugayenko – Competitive Risk Identification Method for Distributed Teams (Industry Short Paper) + Additional Risk Game Demo

Session 5: Communication and Specification

- Patrick Senti – Model-centric Approach to Software Design and Stakeholder-specific Architecture Views in Scope of a Financial Institution (Industry Full Paper)
- Martin Nordio, Roman Mitin, Bertrand Meyer, Carlo Ghezzi, Elisabetta Di Nitto and Giordano Tamburrelli – The Role of Contracts in Distributed Development (Research Full Paper)
- Ana Carina M. Almeida, Ivaldir H. de Farias Junior and Pedro Jorge de S. Carneiro – Managing Communication Among Geographically Distributed Teams: A Brazilian Case (Research/Industry Short Paper)

Please see the conference website for the full program: http://seafood.inf.ethz.ch/2009/program.html

REGISTRATION

Early registration: May 31st, 2009 or earlier.

Regular registration: June 24th, 2009 or earlier.

After the regular registration date, registration will be on site only.
The registration form can be found on the TOOLS website: http://tools.ethz.ch/registration.html

CONFERENCE ORGANISATION

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